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Subject: May Fraternal
To: "C. Oliver" <mocooter@bellsouth.net>
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Dear Ill. Sir Bruce,

This week's communication will be dedicated to our Fraternity-Shriners International. I have talked much about Shriners Hospitals for Children over the last two months, discussing the path to financial stability, ambulatory care and third party insurance. I want to take a moment and talk about our great Fraternity.

This is an exciting time to be a member of our great Shrine Fraternity. Many projects are well underway to help us update our image, messaging and communications about who we are and what we do. Just talk to Imperial Sir George Mitchell, he is very enthusiastic about the programs that we offer. As George says, **Feztastic!** The Shriners Store where you can purchase many items and have cost savings on some. George and his committee have been working very hard on rewriting the Ritual so that we are brought into the 21st Century. It is time to upgrade and they have done a great job of this. It becomes modern and up to date. It is important that when you get the "Call" for the Session that you read over the NEW RITUAL, as you will have to approve it. You will notice that we are using the term, "Shriners International" more and more. There will be requests from Europe, Puerto Rico and possibly the Philippines' for dispensation of new Shrine Temples. This is very interesting how the foreign countries are now becoming very interested in our Fraternity. Much of this goes to the Imperial Potentate Doug Maxwell and Imperial Sir Alan Madsen as they have continued the mission of Past Imperial Potentate Nick Thomas on expanding Shriners International. In fact, Imperial Sir Doug just came back from Uruguay where he witnessed the creation of 38 more candidates into the Shrine, including the Grand Master and Deputy Grand Master of Brazil. Montevideo. Talk about enthusiasm! The need to grow our Fraternity is imperative. Imperial Sir Doug is going to London, England, and into Culcea Romania for Ceremonials. Imperial Sir Chris Smith and Alan Madsen will join The Imperial Potentate on his visits to these foreign countries.

Over the last few years we have embarked on a new branding campaign to update our logos and images for both Shriners International Fraternity and Shriners Hospitals for Children. The design work is now completed and the new logos are now used on all marketing and communication materials. The new image can be found by going to www.shrinershq.org (splash page). The design is a brighter color, sharper images and a contemporary look, all which has been very well received. As a result of the new image, our organization's future never looked brighter!

Imaging is important but telling our story of who we are and what we do is the most exciting of all our endeavors. The story of hard working Nobles like you C. who routinely work as Shrine Masons to make a difference in your neighborhoods and in your communities is timeless. The story of good men doing great things without seeking publicity is today as wonderful a story as it has always been throughout time. Our forefathers who worked tirelessly to build our Lodges and our great Shrine Temples knew that the work we do is important work.

I want to share with you some exciting new developments that are currently in the works for you in the near future.

Shriners Village is a private web community for Shriners only. This website will be introduced at the 2009 Imperial Session and available for all Shriners in mid July. This new web community will be the place for all Shriners to find information about membership tools, events, news, history, Shrine sports, forms, presentations, temple operation guides, public relation materials and much more. Shriners Village will be the communication tool for all information to the Shrine membership.

This private web community will become the Google of Shinedom. As this concept is further developed, you will find similar capabilities as found on other social networks such as YouTube, Face book and Twitter. These capabilities will allow Shriners to have a social private Shriners Community.

Our Fraternity is the strength of our organization. As membership has decline over the last 30 years, we are now seeing an increase in new members in almost half of our Temples. Our future is dependent on a new outlook for recruiting new members, retaining current members and looking at revitalizing our Temples. Our culture of fun, fellowship and philanthropy is our strength.

To educate potential members, a new website is under development.

www.beashrinernow.com is being created to allow Non-Masons and Masons to learn more about becoming a Mason and a Shriner. This website will also be introduced at 2009 Imperial Session and will be a dedicated resource for introducing men, Masons and Non-Masons to our great Shrine fraternity. We will help them get connected with a Blue Lodge and with a Shrine Temple. The site will have great messaging about who we are and what we do. The messaging and the imaging will be age specific to their appropriate category as we discussed earlier and this site will become a very important vehicle in our overall recruiting process. Bruce I have never seen us working harder than we are right now to recreate our fraternal image. Also, I have never seen a better group of men than I have found in the Shrine. WE are a hard working group of men dedicated to making our fraternity great. Thank you Bruce for all you are doing as we are making a difference. Stay Tuned for much more to come as you will continue to be updated on the latest work that is ongoing in our wonderful Shrine Fraternity.

The Boards of Directors and Trustees and Staff are looking forward to our meeting in July, where you, the Representative will let us know the direction you wish for our Hospitals to travel. Please continue to read all material that is sent, utilize the Hot Line for Questions and Concerns, call anyone of us to vent your frustrations now, so that we can in an orderly fashion conduct the Business of our Philanthropy and Fraternity, remembering that we are all "Nobles" and all of us want to do all we can to continue to take care of the Children that need our assistance and also to help preserve our Fraternity. The HOT LINE phone number is 813-281-8652---NO Questions is considered out of order. YOU NEED TO KNOW, this is a place you can find out.

Rumors are just Rumors. I discovered a MISQUOTE in a Shrine Publication. The article stated Headquarters lost \$22 BILLION in the investment market. Now, we all know that is TOTALLY untrue. Our endowment has never reached that amount. As you may recall, your instructions to the Boards of Directors and Trustees were to build up the fund to \$12 Billion by 2014.

Have a great weekend and until next issue,

Yours in the Faith,

Ralph

Ralph Semb, your Dedicated Servant.